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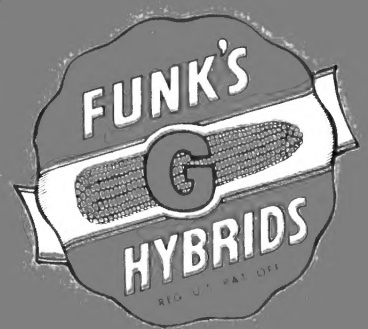
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Funk Bros. Seed Co.
HERE ARE THE REASONS
Broomington, Illinois



FUNK



CONSISTENTLY GOOD YEAR AFTER YEAR

FUNK G

THE FINEST CORN IN THE WORLD test



Dr. Jim Holbert and other members of the Funk G-Hybrid Research Staff check the performance of a new hybrid.



At harvest time yield and corn quality are checked in field laboratories across the nation.



IF YOU GROW CORN, this report is for you. It is based on facts—stated honestly and plainly. It will guide you to consistently good corn profits . . . this year and every year. It will prove that you can't afford to be without Funk G-Hybrids.

These are strong statements. They were intended that way. They add up to this: *Funk G-Hybrids are the product of the broadest and most detailed nationwide corn research job ever carried on by a single organization engaged in the production of seed corn.*

Only one organization can make and prove this claim. The producers of Funk G-Hybrids make it proudly.

"But," you may ask . . . "what good does this nationwide research work do me? I'm interested in getting yields and performance right here on my farm." Here's your answer:

Funk G-Hybrids developed for your farm are made up of the best qualities from the best native strains gathered over the years from wherever corn grows. Nationwide research is the only way to get that done. Funk G-Men search and discover the finest corn qualities in the world—and combine them in G-Hybrids for your farm.

The big jobs of Funk corn breeders are:

To find corn with superior characteristics . . . To develop and improve these desired characteristics and to get rid of defects . . . To "wrap up" the greatest possible number of these good characteristics into a hybrid.

The thoroughness of that work determines the value of a hybrid to you. Only intensive research on a nationwide scale can do those jobs most effectively, most quickly and most satisfactorily.



New FUNK'S "G" HYBRID Radio Program

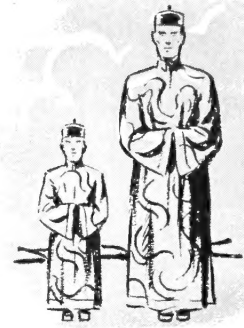
Ben Adams GREAT STORIES ABOUT CORN

Hear this interesting and dramatic story of corn...how this great food crop has shaped the lives of people and the destiny of nations...how it helped make America great. These fascinating true stories of America's most important crop are being presented to the radio audience for the first time by your producer of Funk's G-Hybrids in the new program "Great Stories About Corn."

Why was corn the main issue in the Black Hawk War in which both Abraham Lincoln and Jefferson Davis served together as officers?



How did George Washington happen to put ears of corn in the cornerstone of the nation's capitol?



How was it possible for corn to get to China 80 years after Columbus discovered America, although Europeans didn't reach China's ports until long thereafter?



Did you know that oil for the lamps of America once came from corn-fattened hogs and that 16 million pounds of this oil was produced in one year at Cincinnati, Ohio?



WLS, Chicago.....12:15 p.m. Sat. (1:15 p.m., Oct. 5 thru March 29)	WJBC, Bloomington...12:15 p.m. Thur.
WFBM, Indianapolis...12:15 p.m. Sat.	KSD, St. Louis.....12:30 p.m. Sat.
WDZ, Tuscola.....12:15 p.m. Sat.	WTAD, Quincy.....6:15 a.m. Sat.
	WHO, Des Moines.....8:15 a.m. Sun.

FUNK BROS. SEED CO.

Bloomington, Illinois

Corn Research Program

Nationwide G-Hybrid proving plots take a lot of the gamble out of corn growing. Here's how: Across and up and down the country are thousands of Funk G-Hybrid test plots. They cover the whole range of growing conditions. In them—new Funk G-Hybrids can be exposed *in a single season* to most of the variations in weather, soil, insect and disease conditions that might ever occur on your farm.

You don't have to experiment. You don't have to guess. Thanks to Funk nationwide research, you know what performance and yields to expect . . . because Funk G-Hybrids are adaptation-proved. Every G-Hybrid recommended to you by your Funk Dealer has been through the test. It has come through the major growing hazards that are likely to occur on your farm or in your community.

Within a short distance from your farm is one of the "nerve centers" of this nationwide network of Funk G-Hybrid research . . . a Funk proving plot. It is headquarters, so far as your corn growing problems are concerned. In it are tested new hybrids which have been developed for possible use in your community.

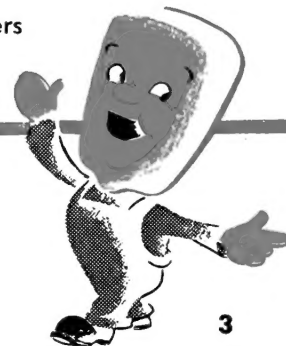
We are living in a time when you and your neighbors realize as never before that research is the key to better products for better living. We have chosen this opportunity to give you an over-all picture of nationwide Funk research effort. It is the biggest single reason why you can depend upon Funk G-Hybrids being Consistently Good . . . Year After Year.

DR. HOLBERT HEADS MOST EXTENSIVE CORN IMPROVEMENT PROGRAM EVER DIRECTED BY ONE MAN!

Dr. Jim Holbert, the corn scientist who has done more than any other man to make possible the widespread use of hybrid corn, directs Funk research—the largest corn improvement program ever directed by one individual. Funk G-Hybrid research is firmly rooted in every area of the United States and Canada where corn is an important crop.

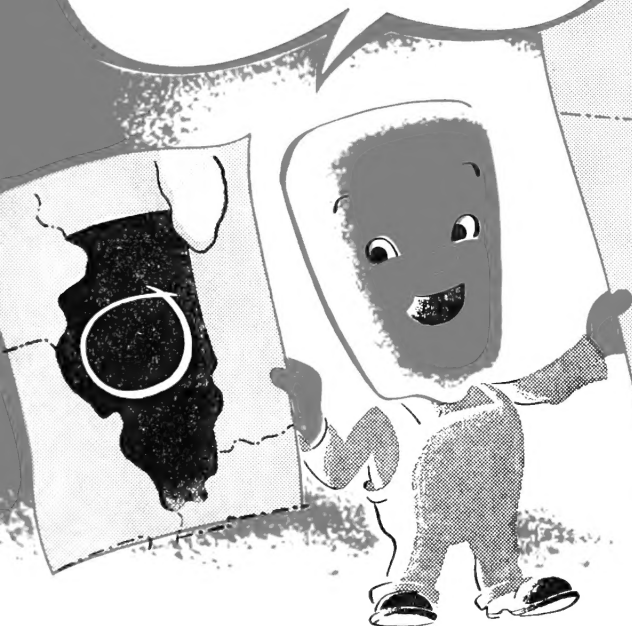
In every one of these areas dozens of keen observers—for the most part men who have been interested in corn improvement many years—keep Jim Holbert and his corn breeders informed on every phase of the work to develop better Funk G-Hybrids. These men are the sensitive nerve tips of the vast Funk nationwide network of corn research. To keep in touch with these "roots" of the Funk research effort, Jim Holbert and his staff each year travel a quarter of a million miles—a distance equal to 10 trips around the earth.

The Funk nationwide research organization is, in effect, a powerful, finely balanced, swift-producing machine for the developing and proving of strains of hybrid corn. It has been fifty years in the building, first fostered by the late E. D. Funk and now by the producers of Funk G-Hybrids across the nation.



LOOK TO FUNK RESEARCH FOR CONTINUED LEADERSHIP IN CORN IMPROVEMENT

Because we solved a
local corn problem . . .
A great G-Hybrid
now boosts corn
profits from Colorado
to Maryland



"It's the same story, Doc. The same this year and last year and the year before. The weeds got higher than the new hybrid corn, its stalks broke badly, and our own open pollinated strain yielded more than any hybrid. The question is still the same: Why can't we have something here in Logan County as good as your hybrids are fifty miles north of here?"

★ ★ ★

There it was—a direct challenge to Dr. Jim Holbert, Funk G-Hybrid research chief. This was some years ago . . . when modern hybrid corn was still in knee pants. The speaker was Frank Turner, then of the Scully Estate, north of Springfield, Illinois. His challenge voiced the desire of thousands of farmers in the important corn growing area south of Indianapolis; or Peoria; or Des Moines; or Omaha. It was true that the job had been tackled—but neither experiment stations nor commercial organizations had produced a hybrid which could beat native open pollinated strains in that territory.

Dr. Jim Holbert knew those things. He knew, too, that the "dream hybrid" had to be later in maturity . . . resist chinch bug damage . . . endure drought . . . and grow a better stalk than this area had ever known in any corn. . . .

★ ★ ★

It was a big assignment—but to Dr. Jim it was more than that. It was a job that had to be done. Those farmers needed that hybrid. And Dr. Jim Holbert mapped out a bold new approach to a solution of the problem.

You see, the idea then prevailed that a hybrid for a given locality had to be developed from "home talent"—native strains, grown in that same area. Dr. Jim kicked that idea right out the door and directed his staff to assemble inbreds from widely separated regions.

One of these inbreds, which contributed high yield and late maturity, was developed from an open pollinated corn in Pennsylvania. From the opposite end of the Corn Belt came a Kansas inbred

which contributed high degrees of drouth and heat resistance. Another was from the famous late Funk Yellow Dent variety. A fourth inbred was from an Indiana corn noted for a good ear and unusually fine stalk quality.

These four pure lines were blended, first in single-crosses, then in the final double cross... And a new experimental hybrid was "born."

★ ★ ★

No Funk experimental hybrid has ever earned its "G" the easy way. So this hybrid had to make a stand against the clammy cold of backward spring weather—against scorching midsummer heat and drouth, against storms and attacks by insects and diseases. It had to sink its roots in sand and clay, in muck and loam, in peat and silt—on fertile bottomland and thin hillside soil.

In a single season—only because of the nationwide network of Funk research—it was possible for that experimental Funk Hybrid to go through that tough obstacle course. And in Funk proving grounds across the nation, as the growing season passed into harvest, it was plain that here was the answer to Frank

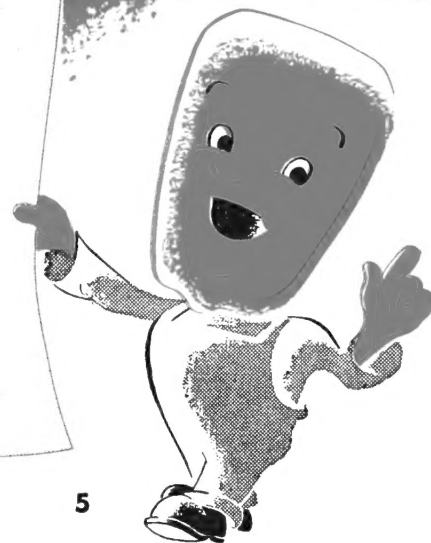
Turner's challenge. Yields were high—as much as fifteen or twenty bushels over the best native strains. The new hybrid proved it could endure severe chinch bug attack, even when that menace was accompanied by heat and drouth. To top it off, it had a strong stalk.

This great hybrid has been constantly improved, and its usefulness constantly widened. It is known as a reliable, dependable profit-maker to farmers clear across the nation from the valleys of Colorado to the Maryland shore... Funk G-94, one of the greatest strains of hybrid corn ever developed. Yes... Dr. Jim and his Funk Research Staff had made good.

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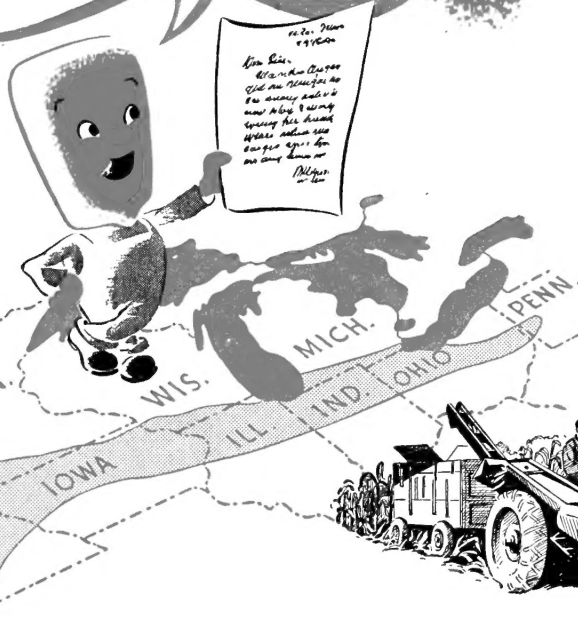
That's how Funk Nationwide Research gave this outstanding corn growing area a great hybrid as a result of tackling and solving a definite problem. Since then the same approach has been used to develop a number of other outstanding G-Hybrids for this same area. On the next pages are a few more examples in which Funk research, done on a nationwide scale, solved specific problems and increased corn farming profits in other regions.

**... you can
depend on Funk
Nationwide
Research to solve
your corn problems**



NORTH CENTRAL

**"If I had bought
enough of this seed,
I'd have a thousand
bushels more corn
this fall"**



Wherever Corn Grows . . . G-Hybrid

NOAH DEAN meant every word of it. “. . . *I'd have a thousand bushels more corn. . .*” No other corn had ever made a crop like that new Funk G-Hybrid on his 200-acre farm in Nebraska. Small wonder that, in the great region requiring a medium early corn, more and more farmers like Noah Dean have demanded more and more of this great G-Hybrid.



What's behind its championship field performance and crib-filling yields? More than a hundred years of corn farming history had been concentrated into this hybrid. The inbreds had come from four famous open pollinated strains—one from Funk's Yellow Dent, one from Reid's Yellow Dent and two others from widely used Iowa open pollinates. Blended together, these pure lines brought into this one strain of corn the finest qualities of these noted open pollinates. Some of those good qualities had been developed by more than a century of corn selection.

Almost immediately the nationwide Funk G-Hybrid testing program proved that here was a G-Hybrid that would be used by farmers to increase corn growing profits in a dozen states and in Canada. Every year since, farmers have increased their use of this great hybrid. . . . And now:

This amazing hybrid combination of desired characteristics is noted across the nation for its fine growability in a wide range of soils, for its dark green color, for its stalk quality, and for its high yields.



Corn does change—but corn farmers still want the best. And . . . Noah Dean and thousands of others like him get what they want in Funk G-114—another outstanding product of Funk Nationwide Research.

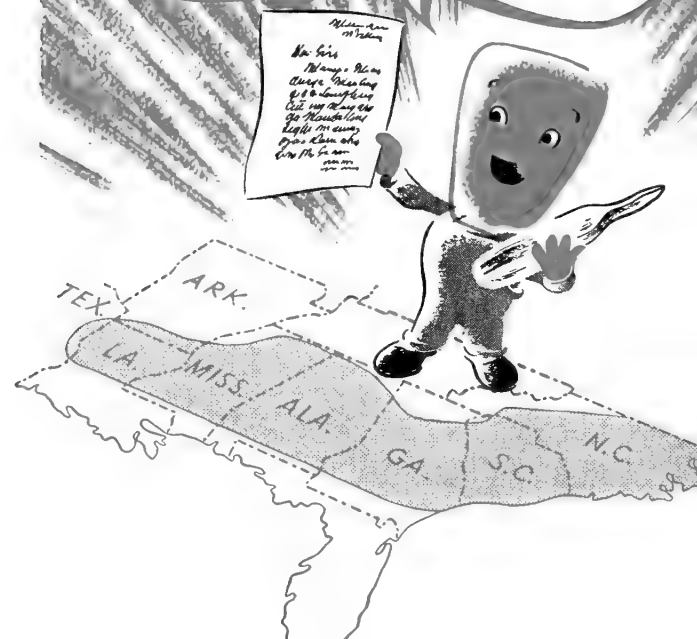
S O U T H

★ ★ ★

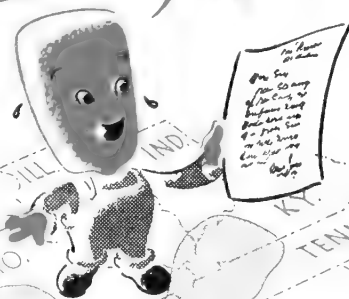
This experiment station worker, with a twinkle in his Irish eyes, pushed the beautiful ear of corn across his desk and said, "If you want to breed a hybrid for the South, with better shuck coverage and acceptable weevil resistance, here's something to start on. Tell Jim Holbert to get busy."

With another new pure line from an open pollinate grown south of New Orleans and two other inbreds with high yield factors and prolific tendencies, Funk corn breeders gave southern corn planters a new kind of hybrid. This new yellow corn, in the region to which it is adapted, quickly demonstrated that it had acceptable shuck coverage . . . weevil resistance . . . superior feeding qualities . . . outstanding resistance to drouth . . . and ability to resist stand-destroying insects. It is Funk G-714—produced by Funk research done the nationwide way.

"A hybrid for the South with better shuck coverage and acceptable weevil resistance"



"Give us a Hybrid
to 'fill the bill'
in the
Southwest"



THE GREAT CROPLAND of Texas and eastern Oklahoma was without a good hybrid corn. Like other sections of the country, the southwest crop area has its natural enemies which seem to specialize in fighting against good corn crops. Hybrids which had been developed for other areas couldn't win the battle against dry weather and insects in the Southwest.

★ ★ ★

The need was clear. The Funk G-Hybrid Research network concentrated its nationwide resources on the serious business of solving this problem. From native southern and southwestern open pollinated strains new inbreds were isolated. These were combined with other pure lines to develop thousands of different experimental hybrids. Then began the big job of finding superior combinations that could meet the needs of the Southwest.

From these thousands of experimental hybrids came one outstanding combination. This new hybrid included pure lines from Texas Surecropper, from Furgeson's Yellow Dent, from western Missouri's Midland Yellow Dent . . . and from the famous Kansas Sunflower. R. L. Jamison of Muskogee, Oklahoma, who conducted one of the many proving plots in the Southwest, watched it grow—rapidly and vigorously, outstripping the weeds. He watched it endure July drouth. He saw it come down the home stretch with sound, big ears and good stalks. At harvest time he spoke for tens of thousands of his neighbors: *"This is the first hybrid corn that fills the bill here."*

Quickly, the Funk far-flung nationwide proving program revealed that Funk G-711 not only met the challenge in Texas and Oklahoma, but also had great usefulness in southeast Kansas, southwestern Missouri, Arkansas, Tennessee, Kentucky and even in southeastern Virginia. Again, Funk Nationwide Research had demonstrated that it could solve local problems and pay off in more corn and higher profits.

Funk G . . . at home on your farm



CORN GROWING in many of the northern areas and in high altitude regions might be compared to a hundred yard dash. To get the results farmers want, corn has to take off fast and keep on going at top speed right across the finish line.

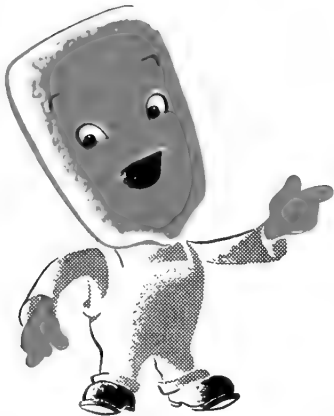
Knowing this, some years ago Prof. Ed Walters, corn extension agronomist at Penn State, challenged Funk corn breeders to produce a hybrid equal in rapid starting and fast drying to Early Butler, a native strain of high altitude areas in Pennsylvania. Although it lacked desirable yielding qualities, Early Butler started fast, even in cool soil, and those solid little ears dried down with remarkable speed after maturity. This challenge prompted Les Hug of our Research Staff to set in motion the development of Early Butler inbreds which now are helping make better corn, faster, through G-Hybrids especially adapted to win the race against frost . . .

Intensive work produced inbreds with Early Butler's ability to grow rapidly under cold spring weather conditions, and to dry amazingly fast in the fall. These inbreds went into many hybrid combinations with other Funk pure lines, some of which originated in the Dakotas and Minnesota. They were routed into all Funk proving plots across the northern United States and Canada where early maturity is necessary. In some plots, when open pollinated corn and commonly used hybrids were knee high, a few of the Early Butler experimental hybrids were waist high. In cool August and September nights these outstanding Early Butler hybrids continued to fill and mature the ears at a rapid rate. Now proven and accepted, these new hybrids are making corn history with heavy yields of fast-maturing, sound corn on good stalks—where such hybrids were never available before. . . . Another triumph for Funk Nationwide Research.

**"Why don't you develop
a Hybrid with Early
Butler ability to start
fast in the Spring and
dry fast after maturity?"**



because of nationwide resources



FUNK RESEARCH BENEFITS are packaged for you in High Quality G-Hybrid Seed

VITAL LINK between Funk Research and your farm is the G-Hybrid producer for your territory. As your producer of Funk G-Hybrids, it is our job to deliver the benefits of Funk Nationwide Research to you in the form of Funk G-Hybrid seed corn.

We produce Funk G-Hybrids because we know they are created with the same care and thoroughness that has built our reputation in the seed business. You can depend upon us to overlook no detail in maintaining the confidence which you and your neighbors have in the seed that comes in the bag bearing our name below the big red G.

Similarly, experienced seedsmen bring the benefits of Funk Nationwide Research to farmers of all the other important corn growing areas of the United States and Canada. This nationwide production program enables each G-Hybrid producer to offer a supply of good Funk G-Hybrid seed even though seed growing conditions are unfavorable locally or regionally. In all the forty production areas . . . in each of the twenty-six processing centers . . . in every one of dozens of warehouses, which are part of the great G-Hybrid production network, the same exacting standards prevail . . . standards set for all G-Hybrid seed and proudly maintained by continual supervision of workers who are trained to put quality first.

On the opposite page are thumb-nail reports of some of our operations which result in Funk G-Hybrid seed quality.



Base Map copyright by Rand McNally & Company, Chicago

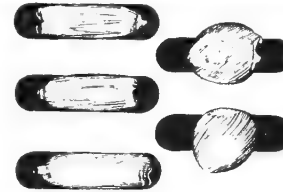


FERTILITY

pays off, as every good farmer knows. Fields of well balanced fertility are selected for Funk G-Hybrid production, to give the seed crop that extra push which helps to produce fully mature, plump kernels of seed corn.

by electrically controlled heat in special bins reduces moisture to about 12 percent and makes the seed almost immune to damage from temperature changes while the corn is in storage prior to the planting season.

of seed production fields is important. Months before planting time, in every area, Funk G-Hybrid seedsmen select farms with the best soil . . . fields which are well isolated . . . and farm operators who know their business.



ACCURATE GRADING,

following the shelling operation and done by modern machinery, results in uniformity of kernel size and shape. This uniformity is highly important in helping you get your planting done quickly and smoothly.



DETASSELING

is a major operation that must be done thoroughly and carefully, on a strict time schedule. Hundreds of millions of tassels from G-Hybrid seed parent plants must be removed before they shed pollen.

against seedling diseases is given to the seed by treatment with specially formulated dust. Research points out that these seed treatments may result in one to three additional bushels per acre in the corn yield.

Seed ears are harvested as soon as possible after maturity. Every precaution is taken to get the seed safely inside before germination can be hurt by severe cold weather.



GERMINATION

tests on all lots of seed are made continually and repeatedly throughout the storage season to make absolutely certain that seed delivered to you will give high germination.

EAR SELECTION

by crews of specially trained inspectors insures that ears and kernels which fail to meet high Funk G-Hybrid standards are eliminated. Repeated hand sorting assures quality.



in dry warehouses holds the seed safely until you are ready to take delivery. The Funk seal is your assurance that your seed has the ability to make outstanding corn.

FUNK G

offers you a hybrid that

*will mature a good yield of sound corn within your growing season
... on your soils ... under your weather and insect conditions*

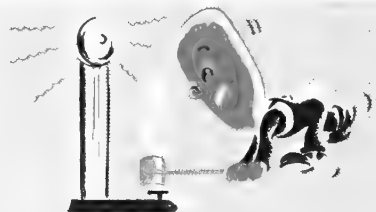
THERE'S A FUNK G-HYBRID that can do the corn job you want done. That is the objective of Funk Nationwide Research. The results of the years of effort invested in Funk research are at your call. They have produced G-Hybrids which have the farm-proved ability to make top yields for you—taking into account every condition that affects your corn crop. Funk G is “at home” on your farm.

Right on your farm you may have both high and low fertility levels ... you may have a serious chinch bug or corn borer threat ... in your area strong winds may be common ... a short growing season might be your big problem ... or drouth and heat may be the factors that discourage corn. And—do you husk by hand or machine? Do you want corn for silage—for early feeding—for cribbing—for market? Any one or many of these things enter into your problem. But there is a Funk G-Hybrid that will do your job—with top-notch yields ... performance ... and quality.

12



QUICK STARTING



DEPENDABILITY



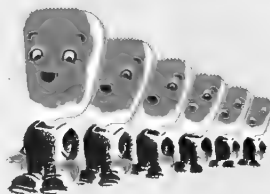
RESISTS INSECTS



RESISTS DROUTH



STANDABILITY!



UNIFORMITY!



HEAVIER YIELDS



BETTER PROFITS

You can SEE the results of FUNK NATIONWIDE RESEARCH

...in the Field: Funk G-Hybrids have the “bred-in” ability to germinate well, even when soil is cool. Full, uniform stands and rapid, vigorous early growth help you get ahead of weeds. Then—watch how those thrifty plants build sturdy, stiff, dark green stalks—well anchored with massive roots. If the bugs come, watch how well your Funk G goes through the attack and continues making a crop for you. Suppose heat and drouth add their hazards. Adapted Funk G-Hybrids will refuse to show a white flag for astoundingly long periods. Notice how uniformly your Funk G develops—setting its big ears at a convenient height right down the row.

As cold weather approaches, see how the Funk G-Hybrid plant finishes maturing its ears while the stalks remain green to continue the stalk-strengthening work until late in the season.

...at Harvest Time: Those big, well-filled ears fill up the wagon box and the corn crib in a hurry—for G-Hybrids are top yielders. Those strong stalks with short-shanked ears at uniform height help shorten the harvest job—whether you do it by machine or hand. And G-Hybrids *stand*—until long after the usual harvest time.

...in the Feedlot or Market: Livestock thrives on Funk G. The mellow starch of deep, well dented kernels builds weight and growth, fast and efficiently. Heavy foliage of G-Hybrids is ideal for silage. And the uniform, fast-drying, sound grain grades high.

...you can't afford to be without Funk G

FUNK G

At Home on your farm

Funk G-Hybrids give you...

● **FAST STARTING**

● **RESISTANCE**

**to Insects, Disease,
Heat and Drouth**

● **SUPERIOR STANDABILITY**

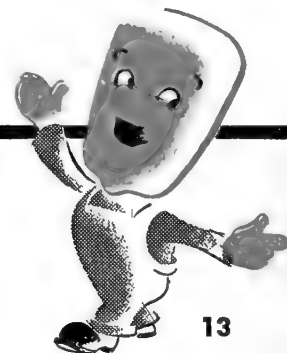
● **RAPID DRYING**

● **EASY HUSKING**

● **HIGH QUALITY**

for Feeding or Market

● **HIGH YIELDS**



IT'S
Consistently
GOOD
YEAR AFTER YEAR...



You are invited to

TAKE YOUR CORN-GROWING PROBLEMS TO YOUR FUNK G-HYBRID DEALER

When you buy a package of razor blades, the salesman doesn't ask you whether you want them for shaving fuzz, light, medium or tough whiskers; for use on neck, chin or cheek; for lather or brushless cream; for hot or cold, soft or hard water. Razor blades—or hundreds of other things—don't have to be specially selected and adapted for local problems. Just about anyone who can hand a package across a counter can sell razor blades. But it's a little different story with hybrid seed corn. Each Funk G-Hybrid is adapted to make its best performance under a given set of growing conditions, including soils, weather, insect and disease factors.

Only a person who knows Funk G-Hybrid *and* corn growing problems on your farm . . . whether for silage, feeding corn or market corn . . . can do

the best job of recommending the certain G-Hybrids best suited for you. That man with the know-how and the know-why is your Funk G-Hybrid Dealer. He is sincerely interested in getting for you exactly the strains that will make you the most corn profits.

Your Funk G-Hybrid Dealer does more than just take your order and deliver your seed. He is the direct link between you and the Nationwide Funk G-Hybrid Research Staff. He studies the problems of corn farmers in your neighborhood. The information he furnishes is one of the aids to mapping out the never-ending work of making good G-Hybrids better.

Depend on your Funk G-Hybrid Dealer whenever you need hybrid seed corn. He can help boost your corn profits by recommending the best strains of Funk G-Hybrids ever developed for your farm. He will take a year-around interest in your corn problems.

*Call on your Funk G-Man for friendly, sound
advice on corn . . . he is at your service*

FUNK RESEARCH

brings Midwest Farmers

- **EARLY DRYING** plus **STANDABILITY**
- **RESISTANCE** to **CORN BORER DAMAGE**
- **HIGHER YIELDS** on **MEDIUM FERTILITY**



Dry husks are pulled back to show the ear matured while green leaves continue to manufacture glucose and reinforce the stalk.

RIPE EARS WITH GREEN STALKS AND LEAVES COMBINE EARLY MATURITY AND STANDABILITY

Across the Northern and North Central Corn Belt, farmers must have early maturity but they don't want to sacrifice the bumper crops that require a full season for development. Nor are they willing to pay the penalty which quick drying formerly exacted in stalk quality.

Funk Research is meeting this problem with a new kind of plant . . . a "corn machine" that starts promptly, grows rapidly and dries the ear quickly before frost danger. But while the husk dries and the ear ripens, stalks and leaves of these G-Hybrids stay green to continue the process

of reinforcing the framework of the plant.

This explains why you often see a ripe ear and dry husks on a Funk G-Hybrid plant whose stalk and leaves are still green . . . rather than having husks and stalk turn brown together, as they do on outmoded hybrids and open-pollinated strains. It explains, too, how by spreading out the major operations of building a massive root system, forming a big ear and maturing a stout stalk, G-Hybrids make possible bumper crops of corn on stalks strong enough to hold big heavy ears without breaking or lodging.



Two weeks later. The ears are drying rapidly and the crop is beyond frost danger—but leaves and stalk are still partly green.



Ten days later both the ear and stalk are fully mature. The stalk will continue to stand and hold the ear, as a measure of protection against winter weather.



Though this plant matured a large ear of sound corn on a strong stalk, cut-away sections (above) reveal that numbers of borers entered. Cross-section of this resistant strain (below, left) shows how it "corked-off" injured area while stalk rot spread in susceptible plant (below, right).



G-HYBRIDS BRED TO "TAKE" CORN BORER INFESTATION

Because Funk Research years ago went East to meet the corn borer, it is not now necessary for Midwest farmers to attempt to "dodge" this insect invader by late planting . . . which sacrifices hybrid advantages of full-season performance, safe maturity and grain quality.

Resistant G-Hybrids enable you to plant at the date which has always given you best results and concentrate your efforts on growing a good crop while Funk Research takes care of the borer threat. "Physiological stability" is the name plant breeders give to the bred-in ability of resistant G-Hybrids to grow and function, apparently in normal fashion, even though the stalks may be honeycombed by a heavy infestation of the first brood of corn borers.

Stalk-rot resistant and borer resistant G-Hybrids "cork-off" the damaged areas tunneled by borers by depositing protective layers and substances around the damaged areas. These prevent or retard the advance of stalk rots and consequent lodging following borer infestation. This "corking off" ability is augmented in some G-Hybrids by an "unpalatability factor", chemical or nutritional, which reduces the amount of tunneling and even inhibits the development of borer larvae.

Funk research work with corn borer resistant lines goes back many years. Studies made in the Ohio corn borer areas before the corn borer came to Illinois and Indiana contributed background and experience to develop borer resistant hybrids when the need arose.



This was an abandoned hill farm, like thousands in the Mississippi and Ohio valleys. Then Frank James (left) planted G-80 and harvested this 60-bushel upstanding crop. "A few crops like this pay for the farm and give a profit to build up the soil," he tells his Funk Dealer.

THESE HYBRIDS FURNISH THE PROFIT TO RESTORE SOIL FERTILITY

Unless hybrid corn can do more than efficiently "mine" high fertility fields it has no place in the "comeback" of Southern Corn Belt soils or the restoration of war-exhausted fertility to other areas.

This conviction—that the hybrid itself must furnish the profit needed to build up soils and undertake conservation practices—has impelled Funk Breeders to develop G-Hybrids that perform well even when planted on soils of lower fertility levels.

Funk Breeders accomplish this increased performance by developing strains that make better utilization of available soil nutrients. They do this by developing improved plants whose growth habits spread plant requirements over a full season rather than making "peak" demands which the land cannot supply.

Combined with resistance to drought and insect hazards of the South Central and Southern Corn Belt and wide adaptability over a wide range of soils, these "comeback" G-Hybrids provide satisfactory yields and an opportunity to build up your farm income and your farm.

CONSISTENTLY GOOD — YEAR AFTER YEAR

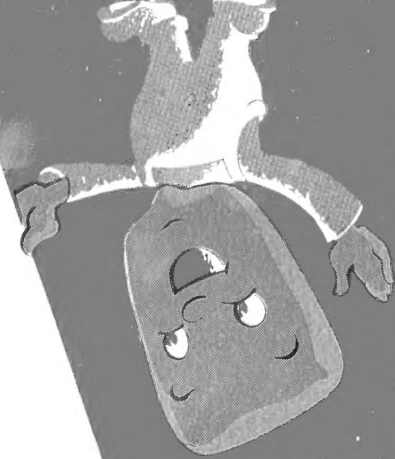
ORDER
EARLY!

FUNK BROS. SEED CO.
BLOOMINGTON, ILLINOIS

CORN GROWERS

MID-WEST

RESEARCH
BENEFITS
FOR



This circular shows how Funk Nationwide Research has solved specific corn growing problems of your locality. See reverse side for picture-proof of the better performance from Funk G-Hybrids bred to fit your corn growing conditions.

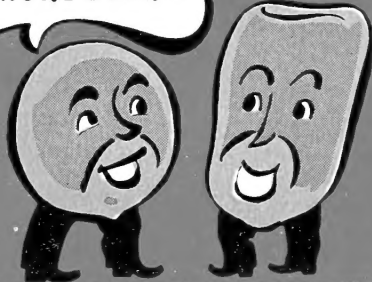
To help you
solve your
corn problems

Research benefits described in this circular are "packaged" for you in specially bred Funk G-Hybrid seed corn. Production of these strains is planned to fill an established demand. However, performance increases popularity. The only way to protect yourself against a "run" on the G-Hybrid you want for your farm is to see your Funk G-Hybrid Dealer promptly . . . and . . .

It's the breeding *inside* that counts! Funk G-Hybrid Round Kernel Grades carry the same inheritance, germination and planter accuracy guarantee as flats. Ask your G-Hybrid Dealer how you can widen your selection and save money by specifying round kernels.

FLATS LIKE ME ARE
SOMETIMES
HARD TO GET—
AND YOU **COST**
LESS, TOO!

I'VE GOT MORE
STARCH IN ME—
AND MORE STARCH
MEANS **MORE START!**



Only
"Shape of the package"
is different...

Results are

Consistently
GOOD
YEAR AFTER YEAR...

when you plant

FUNK G

**BEFORE
YOU ORDER
SEED CORN...**

here's something
you should know

Bred at the **BIRTHPLACE**
of commercial hybrids....

THIRTY YEARS OF MIDWEST FARM PERFORMANCE
ARE BACK OF YOUR FUNK G-HYBRID SEED

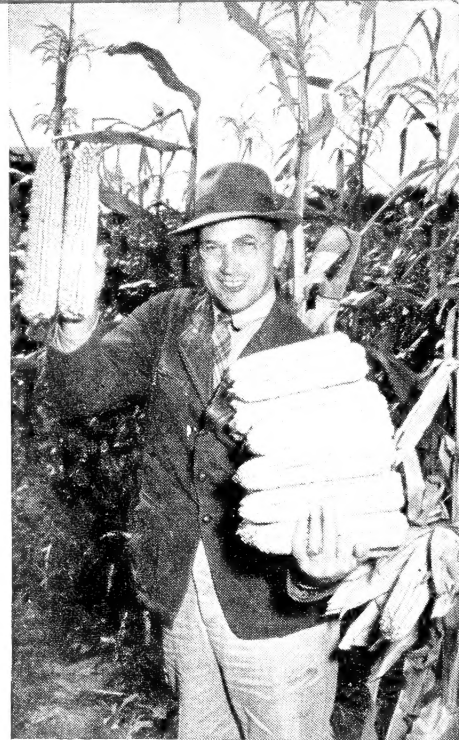
Yes, your Funk G-Hybrid seed corn is a product of the oldest, as well as the most intensive, research and development program in the hybrid corn industry. This original order and bill of lading, dated to an Ohio customer in 1916, is the first documentary record of the sale of hybrid seed corn for farm use.

But, even before this record, the history of Funk seed corn development goes back another quarter century from the 20-acre seed field from which this first commercial



hybrid was produced. The late "Gene" Funk, founder of Funk Bros. Seed Co. became seriously interested in such corn for the first time in 1892. Inbreeding, hand pollinations, detasseling and other hybrid techniques were employed on Funk Farms at the turn of the century. At the Funk Farms Nurseries, first as a student of Gene Funk, then as senior agronomist of the U.S.D.A. Funk Farms Stations, Dr. Jim Holbert, originated many of the successful inbreds upon which the hybrid industry is founded.

Now associated with Mr. Funk's sons as director of Funk Bros. Hybrid Corn Research Department, Dr. Holbert has expanded Funk Farms research into a tremendous machine for creating, developing and checking strains of Funk G-Hybrids. In strategically located breeding nurseries, on more than 3,000 proving plots, in laboratories, production areas and processing plants, Funk scientists and seedsmen carry on the work that keeps Funk G-Hybrids Consistently Better . . . as well as "Consistently Good . . . Year After Year."



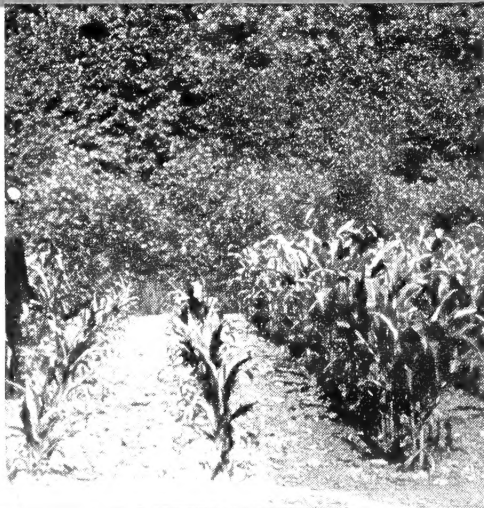
Dr. Jim Holbert, director of Funk's Research and Breeding Program. As senior agronomist of the U.S.D.A., Dr. Holbert created more standard inbreds used throughout the hybrid industry than any other breeder. For ten years his improved inbreds and new creations have been available only in Funk G-Hybrids.

Each of these early scenes show Funk contributions to a half-century of corn improvement. "Selfing" to inbreed plants (below) began on Funk Farms in 1902.

Though not yet "fixed," these inbreds in 1904 show uniformity and dwarfing characteristics that are advanced stages in developing pure lines.

Probably the first photo of a detasseled seed production field, this picture was taken on Funk Farms in 1906 for an illustration in a book on plant breeding by DeVries.

Yield tests were a part of the Funk corn breeding program even before this photo was made in 1906. The corn is the famous early variety, Funk's 90-Day.



Earn in your best crop... **BE SURE YOU PLANT THE BEST CORN**



REMEMBER . . . WHAT YOU GET FOR WHAT YOU PAY DETERMINES VALUE

Consistent GOOD...HITTING

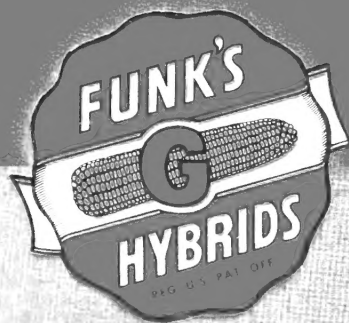
**RESEARCH
BENEFITS**

FOR

**MID-WEST
CORN GROWERS**

FROM

**FUNK BROS. SEED CO.
BLOOMINGTON, ILLINOIS**



FUNK BROS. SEED CO., BLOOMINGTON, ILL.